

Rep Order# 6832447 Ver# 1 Status New  
EC'd Yes

Traffic Order# 795541

Printed: 07/11/2012 8:43 AM  
Last Received: 07/11/2012 8:28 AM  
Showing Buylines: All Lines

1 of 4

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/732  
Flight Dates 07/30/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: CROSSROADS GPS SC-\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	3P-4P	PEOPLE'S COURT	:30	\$65.00	07/30-07/30	1	1	1	\$65.00	
	2	TU	3P-4P	PEOPLE'S COURT	:30	\$65.00	07/31-07/31	1	1	1	\$65.00	
	3	W	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/01-08/01	1	1	1	\$65.00	
	4	TH	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/02-08/02	1	1	1	\$65.00	
	5	F	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/03-08/03	1	1	1	\$65.00	
	6	M	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/06-08/06	1	1	1	\$65.00	
	7	M	4P-5P	ANDERSON	:30	\$65.00	07/30-07/30	1	1	1	\$65.00	
	8	TU	4P-5P	ANDERSON	:30	\$65.00	07/31-07/31	1	1	1	\$65.00	
	9	W	4P-5P	ANDERSON	:30	\$65.00	08/01-08/01	1	1	1	\$65.00	
	10	TH	4P-5P	ANDERSON	:30	\$65.00	08/02-08/02	1	1	1	\$65.00	
	11	F	4P-5P	ANDERSON	:30	\$65.00	08/03-08/03	1	1	1	\$65.00	
	12	M	4P-5P	ANDERSON	:30	\$65.00	08/06-08/06	1	1	1	\$65.00	
	13	M	7P-730P	THE OFFICE	:30	\$175.00	07/30-07/30	1	1	1	\$175.00	
	14	TU	7P-730P	THE OFFICE	:30	\$175.00	07/31-07/31	1	1	1	\$175.00	

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Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	15	W	7P-730P	THE OFFICE	:30	\$175.00	08/01-08/01	1	1	1	\$175.00	
	16	TH	7P-730P	THE OFFICE	:30	\$175.00	08/02-08/02	1	1	1	\$175.00	
	17	F	7P-730P	THE OFFICE	:30	\$175.00	08/03-08/03	1	1	1	\$175.00	
	18	M	7P-730P	THE OFFICE	:30	\$175.00	08/06-08/06	1	1	1	\$175.00	
	19	M	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	07/30-07/30	1	1	1	\$175.00	
	20	TU	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	07/31-07/31	1	1	1	\$175.00	
	21	W	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/01-08/01	1	1	1	\$175.00	
	22	TH	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/02-08/02	1	1	1	\$175.00	
	23	F	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/03-08/03	1	1	1	\$175.00	
	24	M	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/06-08/06	1	1	1	\$175.00	
	25	M	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	07/30-07/30	1	1	1	\$200.00	
	26	TU	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	07/31-07/31	1	1	1	\$200.00	
	27	W	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/01-08/01	1	1	1	\$200.00	
	28	TH	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/02-08/02	1	1	1	\$200.00	
	29	F	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/03-08/03	1	1	1	\$200.00	
	30	M	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/06-08/06	1	1	1	\$200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	31	M	11P-1130P	SEINFELD<	:30	\$125.00	07/30-07/30	1	1	1	\$125.00	
	32	TU	11P-1130P	SEINFELD<	:30	\$125.00	07/31-07/31	1	1	1	\$125.00	
	33	W	11P-1130P	SEINFELD<	:30	\$125.00	08/01-08/01	1	1	1	\$125.00	
	34	TH	11P-1130P	SEINFELD<	:30	\$125.00	08/02-08/02	1	1	1	\$125.00	
	35	F	11P-1130P	SEINFELD<	:30	\$125.00	08/03-08/03	1	1	1	\$125.00	
	36	M	11P-1130P	SEINFELD<	:30	\$125.00	08/06-08/06	1	1	1	\$125.00	

---REPORT TOTALS---

Report Totals: 36 / \$4,830.00

---SALES MONTHLY TOTALS---

Aug 12: 36 / \$4,830.00

Sales Totals: 36 / \$4,830.00

Station Totals: 36 / \$4,830.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,600	CATV	0%	WNQT	0%	WNWO	11%	WTOL	45%	WTVG	33%
		WUPW	5%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, ECUL12

Demos RA35+

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— CREDIT RISK —

CASH IN ADVANCE